

## Delivers shoppers and grows your bottom line

### Make sure potential customers find your site first!

The first stop most shoppers make when going online is Google or Yahoo! to look for the sites that carry what they want to buy. So getting your shop top placement on one of these search engines, or others like them, is a real priority.

With Celebros Traffic Builder, shoppers see your site prominently positioned amongst the top search results. And with just one click, they are transported directly to the product they want in your shop - a proven strategy for drawing potential, qualified customers.

### One Click to an Armani Scarf

See how Traffic Builder works for [www.forzieri.com](http://www.forzieri.com):

A Google search for **Armani scarf** brings up Forzieri's online shop in first place.

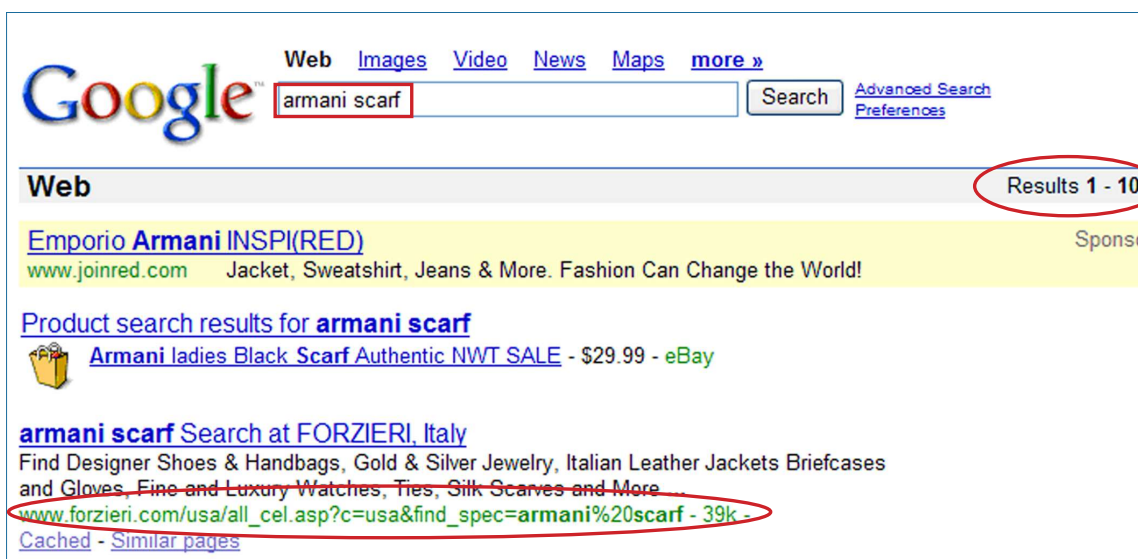
With Traffic Builder optimisation, one click brings the potential customer directly to the **Armani scarf** at Forzieri.com.

### Celebros Traffic Builder - Pump up your SEO efforts and stand out in the crowd

Even if your site already uses SEO techniques, Celebros Traffic Builder is the right vehicle to help you focus your keyword campaigns and related traffic-generating efforts so they are more profitable.

Traffic Builder fortifies your SEO efforts with hard data from the Celebros Analytics module working on your site about how shoppers search, click and buy. Using this information to customise an optimisation solution specifically for your shop, your campaigns will yield higher visibility on external search engines.

When shoppers see organic search results, they naturally place greater trust in them than in paid adverts and this leads to clicks, ushering potential customers right into your shop.




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**Web** Results 1 - 10

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Product search results for **armani scarf**

 [Armani ladies Black Scarf Authentic NWT SALE](#) - \$29.99 - eBay

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Find Designer Shoes & Handbags, Gold & Silver Jewelry, Italian Leather Jackets Briefcases and Gloves, Fine and Luxury Watches, Ties, Silk Scarves and More  
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### Prime location with Traffic Builder

Traffic Builder leverages the Celebros search and analytics reporting solutions already running on your site to gather the required information about shopper queries and other parameters.

Based on your shop's profile and statistics, Traffic Builder creates new spider-friendly pages on your site that contain relevant links and content about the products you carry and want to promote. When spiders from external search engines crawl the web, they encounter the customised pages, index them and due to their valuable content, give them a high rank. When shoppers later request the items you carry on Google, for example, your site appears way up in the results.

Traffic Builder implements targeted optimisations that include:

- Dynamic site map
- Dedicated links on your site
- Tool tips
- Customised URLs
- Meta tags
- Dynamic page titles
- Spider-friendly format

### Traffic Builder continuously keeps your shop on top

Because your shop is dynamic and things change, the spider-friendly information on your site must be regularly refreshed. Traffic Builder does this on an ongoing basis so your rankings stay high.

**How?** Celebros Analytics gathers information about the searches and search behaviour of shoppers entering your site from external search engines. Traffic Builder accesses this data and uses it to dynamically refresh your shop's optimisations. Thus, external search engines always rank the content on your site highly.

**What's more...** Data from Analytics points Traffic Builder to your high revenue products and greater weight is then placed on optimising these. Potential customers searching for those items are brought right to the product they want on your site, making it more likely they will make the purchase.

"Traffic Builder's improvement of our rankings on the main search engines has had a definitive impact. We've recorded a dramatic and consistently growing increase in targeted traffic in just a few weeks. The "one-click-to-item" search results captures shoppers; our sales are climbing!"

Andrea Forzieri, CEO  
[www.forzieri.com](http://www.forzieri.com)

**Build your bottom line. Contact Celebros today.**

### Compliant with search engine regulations

Celebros Traffic Builder complies with the terms and regulations of the major search engines in regards to SEO rules. Pages generated by Traffic Builder are recognized by all search engine crawlers as legitimate web links that do not violate any official guidelines, deceive your users in any way, or present different content to search engines than what you display to users. As such, using Traffic Builder will in no way cause your website to be blacklisted.